



## Measuring Our Success 2010-2012

DWDB will use the following metrics to measure the success and impact of this strategic plan throughout 2010-2012:

### Durham JobLink System

- Job orders/openings received and job openings filled through the Durham JobLink customer traffic
- Business and jobseeker customer satisfaction evaluation tools such as focus group results, JobLink surveys, high growth industry forums and other methods

### Adult, Dislocated Worker, Ex-Offender, and Youth Programs

- Contractor performance related to total numbers receiving services, types of services performed, and contractor expenditures
- Participants entering and retaining employment, receiving a credential/certification, and/or entering into training
- Average earnings of participants and average earnings/wage commensurate with the qualifications and experience of participant placements

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## DURHAM WORKFORCE DEVELOPMENT BOARD

### Strategic Plan

2010-2012



### Purpose:

The goal of this strategic plan is to identify ways that the Durham Workforce Development Board (DWDB) can plan, facilitate and coordinate a competitive workforce system that meets the needs of area businesses, jobseekers, and youth.



### Mission:

To plan, facilitate, and coordinate a workforce development system that responds to the needs of area businesses and job seekers, and results in a skilled, productive, and competitive workforce for Durham.



### Core Values:

- The DWDB encourages the creation of jobs with family-sustaining wages and ensures that County residents can effectively compete for those jobs.
- The DWDB seeks to build our capacity within the public workforce system to make it more responsive to businesses' needs.
- The DWDB plans to improve the County's economic competitiveness.



VISION OF THE BOARD:

Durham must develop a competitive workforce system that meets the needs of area BUSINESSES, JOBSEEKERS, and YOUTH.

GOAL 1:  
Provide the highest level of satisfaction to businesses and jobseekers.

DWDB recognizes the need to be responsive to the needs of Durham businesses and job seekers through the development of a skilled, productive and competitive workforce.

Strategic Objectives:

- Improve the dissemination of workforce related information to job seekers, businesses, service providers, and community leaders.

Information about local and regional occupational opportunities, entry/ average wages, and the skill demands of new jobs being created will help job seekers gain a more realistic understanding of the job market as well as the training needs required for available jobs.

**PRIORITY ACTION:** The DWDB will oversee the compilation and sharing of labor market information related to both high-growth and emerging industries (such as the green economy), so as to target investments in training and education that will produce the greatest impact on the county's workforce.

**PRIORITY ACTION:** The DWDB will expand the use of an evaluation tool that measures business and jobseeker satisfaction on a quarterly basis and will share survey/ evaluation results at DWDB meetings.

- Support the development of a local skilled workforce.

The demands of a dynamic economy require that the DWDB promote and support opportunities to train job seekers in high growth industries, that will meet the immediate demands of businesses, while simultaneously transforming the dynamics of the workforce to respond to those needs.

**PRIORITY ACTION:** The DWDB will support and promote a comprehensive training and employment "pipeline strategy" that will prepare Durham residents to find jobs in companies in their community and surrounding area

**PRIORITY ACTION:** The DWDB will support educating youth about future job opportunities and requirements.

**PRIORITY ACTION:** The DWDB will prioritize closing skill gaps for under/un-employed Durham workers, through the support of customized, short-term, and on-the-job training opportunities, and subsidized placements for greater work experience.

- Support an efficient and responsive workforce system

An efficient workforce system in Durham is one that is accountable and responsive to customer choice, evaluation, and satisfaction.

**PRIORITY ACTION:** The DWDB will provide the strategic guidance needed to support and promote a workforce system that is responsive in meeting customer needs in an efficient and timely manner.

**MEASURE 1:** Evaluation tool will show no less than 80% satisfaction rates for businesses and jobseekers utilizing/ receiving JobLink services.

GOAL 2:  
Strengthen the impact and effectiveness of the Durham Workforce Development Board.

DWDB supports an integrated and effective workforce development system that is made up of innovative strategies and business partnerships.

Strategic Objectives:

- Forge partnerships between business and the workforce system

Encouraging collaborations across the County to enhance the area's labor market will result in a market driven, accountable, and an exceptional workforce development system in Durham.

**PRIORITY ACTION:** The DWDB will take a leadership role in forging strong and vital partnerships between business and the workforce development community.

- Strengthen the individual role of DWDB members

With over 50% private representation from local business and industry, individual DWDB members have a tremendous impact on creating an effective workforce system.

**PRIORITY ACTION:** DWDB members will contribute and maximize their specific expertise, by articulating evolving industry needs, and developing, supporting, and approving policies and workforce strategies that are aligned with an efficient and responsive workforce system in Durham

**PRIORITY ACTION:** DWDB members will receive more consistent board orientations.

- Advocate for expanded investment into the local workforce system

Leveraging the Workforce Investment Act with other local, state, federal and private resources will contribute to the overall improvement and advancement of the workforce system within Durham.

**PRIORITY ACTION:** The DWDB will support in seeking out additional investments/leveraged resources from public or private entities that will help maximize local workforce efforts.

- Formulate an ongoing legislative agenda to inform and influence state and federal lawmakers.

**PRIORITY ACTION:** The DWDB will establish an ad-hoc committee to identify legislative issues.

**MEASURE 2:** DWDB will utilize metrics (listed on page 4) to measure the impact and effectiveness of the Board throughout 2010-2012 .

GOAL 3:  
Create a greater continuum of resources.

DWDB is a key resource within the community to develop and support initiatives that promote and improve upon the economic and social well being of the community.

Strategic Objective:

- Support workforce initiatives when opportunities are limited

Wider economic trends are clearly transforming the employment dynamics related to the workforce, where often times low skill, low wage and laid-off workers are shut out of new and existing employment opportunities.

**PRIORITY ACTION:** The DWDB will leverage its status as a 501(c)3 non-profit entity to further and advance workforce efforts in Durham.

**MEASURE 3:** The amount of non-formula funding and/or resources obtained.